



CARPET MAGIC *by Bigelow*



On the cover: hospitality radiates from this luxurious carpet, Bigelow's deep-textured Sonata in high-fashion Cardinal red. Wide choice of other distinguished colors.

So you're ready to buy that new carpet!

Now is the time! Decoratively speaking,

You want your rooms to have the uncluttered look of today's best decorating and that means your carpeting will stand out more than ever . . . more will show, too, since you probably will prefer the easier upkeep and finished effect of wall-to-wall carpeting . . . new colors and designs are so exciting that your carpet is second to nothing in the room, in its decorative value.

There's no price tag on taste!



NOTE: The patterns illustrated in this book represent the range and beauty of Bigelow carpets. However, as patterns are changed from time to time, your dealer may not have exactly these in stock—so it's a good idea to check with him before making definite plans.



Try a definite but not too strong color in twist-textured carpeting to balance sophisticated country modern. Bigelow's Glentwist 204-94921, in billiard green, "Permaset."

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carpeting has never been . . . so Important, so Beautiful, so Practical!

Your Bigelow designers, with their masterly knowledge of good taste and style, have anticipated your every decorative need in carpeting. This guidebook alone gives you 21 outstanding decorator room plans based on Bigelow carpets. Your dealer can show you many more colors and patterns. Whether you spend \$7.50 or \$18.50 a square yard, your best buy will be Bigelow.

A Bigelow carpet is soft to touch but tough in wear. Its long, long life is built in, from the lively wools and fast dyes to last-word techniques in modern weaving. Every yard can be dry-cleaned or wet-shampooed. This means a new freedom in choosing the color you want, pastel or dark; the pattern, light or bold; the weave, even or textured.

Buy beauty you can see-quality you can trust.



A nice taste in milk glass and Hitchcock heirloom chairs turns naturally to a graceful, floral patterned carpet, Bigelow's Fervak, 1020-9419.



Punctuate an imaginative room with a bright-and-dashing carpet, wonderfully welcoming to your foot. Bigelow's deep-textured Sonata again, 1970-3541.

See what carpet color can do for you!



COOL: Above, an elegant green, repeated on the walls, makes the space seem larger while the smart beige carpet bouquets enliven the decor, point up the rare prints. Bigelow's Fervak, 1020-9425.

WARM: at right, use the soft golden glow of this carpet to define your rich furniture woods, your colorful accessories. It is Bigelow's Sonata, 1970-9201.



More than just pretty, your new carpet coloring can work decorating magic. You know, of course, that glowing tones will warm a cold room, a north exposure, a bleak or frequently foggy outlook. It can also enhance the hospitable air of an already pleasant living room, add a welcome note to your entrance hall, cheer passageways.

Conversely, a cool color will temper a sunny room—but you may also want a cool carpet color for its restfulness in your bedroom, or as a quiet foundation for a special treasure, like a picture window vista, a fine painting. Use carpet coloring to make a small room look larger, or to unify adjoining rooms, again increasing the apparent size. Remember, dark furniture will stand out against a pale rug, and vice versa.

Don't forget — but don't exaggerate housekeeping problems: you'd hardly choose a very light rug for where the children race in and out, nor a very dark one, however smart, where the dust problem is unbeatable.

*Four ways
to make
color count*



VIBRANT: above, see how this rosy floral carpet animates the room's Victorian mauve and blue with both its color and its pattern. One of Bigelow's Beauvais designs, 1040-1806.



NEUTRAL: at left, an inspired foil for the jewel tones of this room, is the beautiful-in-itself carpet. Its self-toned pattern is worked in contrasting textures. It is Bigelow's Serenade, 402-91047.



18th CENTURY: with Bigelow's distinguished carved-effect Serenade, 402-91012.

Choose a carpet style in
character with your room



19th CENTURY: above with Bigelow's
rose-clustered Fervak, 1020-9420.

MODERN: below with Bigelow's smart
tropic-leaf Beauvais, 1040-1807.





Cassandra, 1980-4638. Bigelow's cool grey carpeting.

Bedroom formula:
lovely color
lovely texture...



Cassandra, 1980-1122, rich and inviting.

Gropoint, 2970-4640, smooth and serene.





*Perfect harmony of rug and room beauty
with Glentwist, 204-94040.*

Buy your bedroom
a carpet that is soft,
deep-textured; in a
favorite, tranquil color
or a restful pattern
—a real delight from
any viewpoint.



Cassandra, 1980-2312, in soothing blue.

*Glentwist, 204-94333, in a warm
and welcoming shade.*



Use carpeting to give personality to passageways . . .



Like a velvet lawn, the carpet sets off the beauty of the room. Sonata, 1970-9165.

A burnished brown carpet decorates these rooms by tying them together. Sonata, 1970-3545.



Versatile Glentwist, 204-94333 — shown here in a Chinese Contemporary setting.



and to your dining room

where a congenial carpet
in an agreeable color,
a pleasant pattern, is an
investment in good living.

Write for the Bigelow Home Decorator

... a new and wonderful decorating aid.
It's a fascinating capsule course in decorat-
ing, brimful of practical helps, including a
color wheel that actually whirls, guiding you
to complete room schemes—room scenes of
the important styles of decoration ingen-
iously arranged to interchange eight differ-
ent carpets in every setting—a room plan-
ner to work out your own furniture
groupings—professional technique at your
fingertips!

*Get this 6½" x 10" full color booklet
from your Bigelow Dealer or
send 25¢ with coupon attached.*



*The soft grey and brown leaves of Beauvais, 1040-1814
set the pace for this Victorian setting.*



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